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AMERICAN BANKER®

INTEGRATED MARKETING SOLUTIONS

WHATEVER YOUR **BUDGET**, WHATEVER YOUR **PLANS**, WE HAVE A **SOLUTION** FOR YOU.

Let us help increase your marketing capabilities. Our comprehensive suite of marketing solutions, creative services and custom publishing offerings will set you apart from your competitors while communicating your message to clients and prospects. We bring a powerful combination of expertise, planning and project management skills, innovative design and original writing to all of our projects. We will help you develop, package and deliver your message to your target audience for maximum results.



▼ BRANDING & INFORMATION TOOLS

Create **positive recognition** for your company and your brand

■ CO-BRANDED EMAILS

Leverage the power of our brand recognition through a co-branded email. Unlike a standard email rental, your message is sent out under the brand name of the list you choose to rent, highlighting your association with our publication.

■ CONFERENCE DAILIES

Industry events are packed with information. Dailies provide an opportunity for you to funnel developments into a tangible custom piece that attendees can use for reference on-site and upon their return to the office for long-term retention of your message.

■ CUSTOM PUBLISHING

Custom printed pieces have staying power. They are shared, distributed and discussed. Our experienced staff handles all aspects of project management and provides a range of services tailored to meet your marketing objectives.

▶ CASE STUDIES

This custom email campaign enables you to reach an audience of industry decision-makers to tell how your business solution is yielding tangible results.

▶ RESEARCH VAULT/WHITE PAPERS

Our Custom Media group can write your white paper using our editorial resources. With our Research Vault program, your white paper is posted in our online library.

■ LIST RENTALS

Marketing to decision-makers is easy when using our rental list of over 750,000 financial industry professionals. Our readers are highly-targeted, top-level executives among the world's leading firms.

■ MARKETPLACE BUYER'S GUIDES

Showcase your products and services in the industry's most comprehensive buyer's guides. We offer integrated print and online advertising solutions that reach senior-level decision-makers across key management sectors, company sizes and industries all year long.

■ MICROSITES

A microsite is a mini web site with content from archives, repositories and custom content from our Custom Media group. Microsites are hosted for a minimum of 12 months and are accompanied by a full marketing package.

■ PODCASTS

With podcast audio technology, engage potential customers with a monthly podcast series using our editorial team to record interviews and discussions with content experts and client case studies.

■ REPRINT SERVICES

Custom reprints complement existing marketing programs and are a valuable communication tool with shareholders, customers, potential clients and employees. They are high-quality reproductions designed to meet customized marketing needs.

■ RICH MEDIA

This interactive media includes streaming video, audio and animation. It allows site visitors access to more information and an opportunity to interact with your brand. Rich media's extensive reporting helps you optimize your campaign by providing insight into your prospects' behavior.

■ SPONSORED SUPPLEMENTS

Custom printed pieces have staying power. They are shared, distributed and discussed. Distinguish your company as an industry thought leader through participation in a custom supplement that accompanies our publications and reaches thousands of subscribers.

■ VIDEOCASTS

Our editorial team will record a compelling segment in a studio, for broadcasting on-demand. It's a great branding opportunity with logo placement and a videoclip pre-roll opening.

■ WEB SEMINARS

Web seminars create a forum for the sponsor to communicate with an audience and receive feedback in real-time. The one-hour session includes 45 minutes of a slide presentation and a 15-minute Q&A session, with real-time polling capability.



▼ EXTENSIVE RESEARCH CAPABILITIES

Determine your market position to **maximize customer interest** in your products or services

■ BRAND AWARENESS STUDIES

Our research staff will work with you to develop a course of inquiry that produces effective data. Brand Awareness Studies help you to determine your position in comparison to competitors and facilitate adjusting your marketing message to maximize customer interest.

■ CUSTOM RESEARCH

Custom research solutions allow your firm to discover ways to measure how products and services are selling in the marketplace. You will learn how your products or services are perceived by your customers, enabling more targeted decisions for improvement to your products and your marketing campaigns.

■ ONLINE SURVEYS

Response to online surveys is strong and immediate. Whether you are undertaking a competitive analysis, positioning a new product or interested in gathering more market data, an online survey is a valuable element to any marketing program.

▼ LEAD GENERATION

Get **return on your investment with qualified respondents**

■ eBOOKS

eBook sponsorship programs incorporate a complete marketing package to drive your audience to a registration page that visitors must complete in order to access the eBook. You receive all registration information as part of this powerful lead generation program.

■ CLASSIFIED ADVERTISING

Classified advertising is a cost-effective way to reach a high volume of potential customers and generate significant responses from one small message. You can generate leads, test elements of larger display advertisements, build prospect databases and generate direct contact with interested parties.

■ ONLINE ADVERTISING

Our web sites provide online real estate for presenting your brand and accompanying message in a strong editorial environment. These advertisements drive traffic to your web site or online registration form, offering an important online conversion opportunity.

▼ POWERFUL FACE-TO-FACE INTERACTION

Establish **connections** with your customers and **close business deals**

■ CONFERENCES

We deliver the highest quality information, speakers, presenters, networking opportunities and venues to help our readers make sound business decisions and achieve outstanding results. Sponsorship of these events guarantees you connect with the clients and prospects you need to reach.

■ CUSTOM EVENTS

Present your company's solutions on the topic of your choice in the cities of your choice. We provide an expert team who will produce targeted custom meetings and conferences based on your needs to help build relationships with top clients and prospects.

► DEDICATED DIALOGUES

We bring together key executives to discuss major issues on an industry topic of your choice. We help create a thought provoking list of questions to ensure a stimulating conversation. Excerpts from this discussion, along with color photographs of the participants, are published in a magazine format and inserted into a selected issue of our publication.

► EXECUTIVE ROUNDTABLES

We host a number of exclusive roundtables geared to the C-level client. Our roundtables are by invitation only and consist of senior executives who share their successes, challenges and ideas in a confidential environment. These events consistently sell out and limited sponsorships are available.



Visit Solutions.SourceMedia.com or contact your **sales representative** to learn more about how we can build your custom marketing program.



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